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POLITICIAN IS HIT IN FRAUD QUIZ

THE DAY BOOK

An Adless Newspaper, Daily Except Sunday

VOL. 6, NO. 45 Chicago, Saturday, November 18, 1916 398 

NEWSPAPERS FACE A YEAR OF FAILURE

**Minimum Increase in White Paper Cost for 1917 Will
Be \$3,500,000 in Chicago Alone—Unless There Is
a Break in the Price Soon, Papers All Over
the Country Will Go Broke.**

BY N. D. COCHRAN

If any other business in the country were in imminent danger of wholesale ruin, the newspapers would be full of it, but the papers are not telling the public anything about their own business. And the plain truth about that is that most of the newspapers in this country are in serious danger of going broke within a year.

"One of the biggest papers in New York, for example, that now makes a profit of nearly \$500,000 a year, is threatened with a loss of \$500,000

next year because of the increase in white paper. This is but one of many instances.

And the trouble has been brought on by the newspapers themselves, in persisting in selling their papers at less than the cost of raw material and taking their profit out of advertisers, who in turn take it out of the public.

The paper manufacturers are working together and insisting that newspaper publishers quit selling their paper below cost; arguing that so long as the newspapers do that